

**JOINT MEETING OF THE
OLDE TOWN ARVADA BUSINESS IMPROVEMENT DISTRICT
AND HISTORIC OLDE TOWN ARVADA
BOARD OF DIRECTORS
Approved 5/24/17 - Meeting Minutes**

Held: April 26, 2017 – 2:00 PM
McIlvoy House 7307 Grandview Ave., Arvada CO 80002

BID Board Members Present:

Karen Miller, President	Scott Spears
Mike Huggins, VP / Treas.	Debbie Hanson
Lori Drienka	Marty Hester
Mary Fedje	Drew Gordon

HOTA Board Members Present:

Karen Miller	Scott Spears
Debbie Hanson	Drew Gordon
Lori Drienka	

Also in Attendance:

Nancy Ford, Arvada City Council	Jessica Prosser – City of Arvada
Prall Marketing – Alix Scott and Eliza Prall	Loretta Danniell – COA - Planning
Carrie Briscoe – AURA	Rita McConnell – COA – Comm Dev.
Melissa Marmitt – AEDA	Allison Trembly – AEDA
Jane Schnabel	

Call to order: 2:00 PM. Quorum was deemed present and the meeting ensued.

Disclosure of potential conflicts of interest: None at this time.

Approval of the Agenda: Upon motion, second and unanimous agreement, the Board approved the Agenda for the meeting.

Public Comment: None at this time.

Approval of Minutes: Meeting held; March 22, 2017 reading was waived, correction to shuttle review to remove Mary Fedje was made, motion to approve was seconded, minutes were approved.

Treasures Report: BID P & L, income is off. Kim to verify records in QB are not auto recording based upon previous set up.

Presidents Report: Karen Miller offered;

- Overview of HOTA elections and welcome to Drew Gordon and Debbie Hansen as the newly elected board members, the board will see fluctuation in the coming months. HOTA/ BID how do they co-exist, what is the responsibility of each entity? We will have joint board meetings with the appropriate members voting on the business of each organization. Minutes for each entity to be recorded separately.
- HOTA Annual Meeting Community Partner Award recipients for Harvest Fest were Arvada Jaycee's Rick and Renee Nelson, there was a good overall showing of attendees.
- Director position, an offer has been extended, we will have a response to that offer by mid-May.
- Public Meeting for 9AC development was noted, how will Olde Town businesses be affected, will the BID show support of the project in writing? Phase 1 is residential and phase 2, retail – 35' height may be exceeded. At this time, the BID by way of board votes, will not offer a letter of support.
- Event Public Permits, The Farmers Market has requested a four dedicated parking spaces on Olde Wadsworth. – The BID Board agrees that this is a good idea.

Events & Happenings:

- LOST stats – 400 bracelets were available to sell. We pre sold 129, 29 were on line sales and 52 were sold on event day in the square. The overall feedback from participants is that they had a great time and enjoyed the “Tiara” and Merchant offerings.
- Flicks – August 4th, The Wizard of Oz **Need host - 11th Moana – hosted by Eli Ashby - 18th Hook -hosted by La Dolce Vita

Marketing Update:

See also, items incorporated herein by attached reference. Prall offered updates on Second Saturday Olde Town Summer Sounds, the location to be Zone 1B (Square + W 57th between Olde Wads and Webster and Olde Wads from 57th to Grant), the time will be 3:00 – 9:00PM, further information was offered regarding event logo, budget and themes.

- Prall will create a template for merchants to create coupons for event days.
- Sponsorships are a key component.
- Tents – own or rent? The Board voted and approved to purchase tents in lieu of renting.
- Alcohol vendors for wine will be added.

Email collection boxes – The feedback from Merchants is positive.

Event Zones – Permits, the signature page for event street closures will be re-vamped to include business name, address and open hours of operations during the events. In lieu of the current 80% yes signatures needed to close a street the board would like to request a majority of 51% of businesses that are open during the closure. All buildings that touch the event zone will need to be included for signatures. Prall will submit to the Board their final Event Zone Proposal prior to submittal to the City.

City Update: A Vibrancy Study is underway (items incorporated herein by attached reference) that will ultimately filter into a workshop and discussion with regard to retail in Olde Town. A

group from; City planning, AURA, AEDA and community development will be visiting surrounding towns like; Golden, Parker, Castle Rock, Louisville, etc... to see how Olde Town excels or needs work by comparison. This sparked a conversation and the following points were made:

- Karen noted that speaking with O.T. Merchants here during this study would be beneficial.
- Nancy Ford asked the board if they felt that the City is more supportive of larger company's vs smaller shops.
- How does the BID support our Merchants: Media support and Branding through marketing are key support areas.
- Tourist niche is a large generator for many small towns.
- Are rents too high in OT?
- Can the City help with subsidies or Grants as in years past?
- A customer survey that would outline stats on where people are coming from that shop in OT.
- Does the City response time on approvals for building changes deter retailers?
- Drew offered an idea with regard to offering a break on City Sales Tax for OT Merchants, to encourage small businesses, shoppers with the idea that the savings would ultimately recirculate amongst OT.

Jessica Prosser offered updates with regard to:

- Events on Grandview and the "Festival Deck", the festival deck is available for events but its main purpose will be parking. Events on Grandview will need to comply with RTD and safety regulations. RTD, Homeland and Federal Safety, mandate that nothing be or have the potential to be airborne within 500' and/or 30' high surrounding the tracks. Agreements are not currently finalized between RTD and City of Arvada on these matters.
- 15-minute loading zones on Grandview – A 90-day utilization study will be done for pedestrian passage at Grandview and Webster. The economic ramifications of these loading zones to businesses has the potential to be great, businesses should track sales now and after the zones go in – submit this data to the City for review.

Shuttle: Debbie Hansen presented an overview of a proposed route with pick up areas. Is the Hilton in as a sponsor / stop on the route? Days in service currently = Friday, Saturday and Sunday. The signage for the route stops should be moveable with the ability to put out and pick up at each day's operation.

Meeting Adjourned: Karen Miller, adjourned the meeting at 4:33 PM